prescribed under the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

The Government has constituted an Inter-Ministerial Committee to take cognizance *suo motoor* of specific complaints regarding violations of the Advertisement Code. On the recommendations of the Committee, show cause notices were issued to four channels, for telecasting indirect advertisements of liquor products and violating the provisions of Rules 7(2)(viii) of the Advertising Code of the Cable Television Networks Rules, 1994. These channels have since sent their replies and confirmed that they had stopped the concerned advertisements, till the matter is further examined. At its second meeting, the Committee had decided to issue show cause notices to channels displaying eight advertisements, which *prima facie,* appear to violate the Advertising Code.

(d) and (e) Press in the country is free from Government control and the Government does not interfere in the internal functioning of the Press. Press Council of India, a self-regulatory body for the Press, has been established for the purposes of preserving the freedom of the Press and maintaining and improving the standards of newspapers and news agencies.

Financing of film Industry

1994. DR.T.SUBBARAMIREDDY:
SHRI MOOLCHAND MEENA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Reserve Bank of India has decided to finance 50 per cent of the total production cost of a film to curb the mounting clout of the underworld in the Mumbai film industry;

(b) if so, the conditions put forward by the Reserve Bank of India in this regard;

(c) whether it was a long-pending demand of the film industry to free it from the hands of underworld; and

(d) if so, the other steps being considered to check this?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) to (d) Central Government as facilitated access of the film industry to institutional finance by including "Entertainment Industry including films" as an 'approved activity' under 'industrial concern' in the Industrial Development Bank of India Act 1964, which has made it possible for Industrial Development Bank of India to finance projects of the film industry. In addition, the Reserve Bank of India has issued guidelines to commercial banks to facilitate the financing of film related projects. Government has also removed restrictions on Foreign Direct Investment in films to promote legal inflow of funds to this sector.

As per Reserve Bank of India guidelines, commercial banks may finance production of films of producers with good track record subject to certain conditions. The Reserve Bank of India guidelines state that ordinarily producers are required to bring in at least 25% of the project cost as promoters contribution and they also tie up with the distributors and receive advances as per usual practices to cover 35% to 40% of the budget. It has thus been stipulated in the guidelines that bank advances would be for the balance requirement of 35% to 40% of the cost. However, in deserving cases where the Banks are quite comfortable with the project as well as the background of the producers, the financing can be increased upto 50% of the project cost on merits.

Committee to check surrogate advertisements

1995. SHRIMOOLCHANDMEENA:
DR.TSUBBARAMI REDDY:
PROF. M. SANKARALINGAM:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have set-up a Committee to monitor surrogate advertisements which are an offence and invite severe punishment;

(b) if so, the main functions of this Committee;

(c) whether four channels have been told to stop liquor advertisements;